

Tuesdays with Tammy Nevada Libraries Forum
from
Nevada State Library, Archives and Public Records
10 a.m. - 11:00 a.m.
Tuesday
July 21, 2020

Notes

Attending: Sulin Jones, Norma Fowler, Betts Markle, Joy Holt, NSLAPR; Walker MacKenzie, NSLAPR intern; Facilitator – Forrest Lewis, North Las Vegas; Guest speaker – Peggy Wynne Borgman; Diane Baker, Tod Colegrove, Carson City; Carol Lloyd, Churchill County; Jessica Anderson, Humboldt County; Danielle Milam, LVCCLD; Susan Wonderly, Pahrump; Joan Dalusung, Washoe County; Cyndi O, NV Library CoOp; Kathy Ray, UNR; Maggie Farrell, UNLV; Mary Schultz, UNR Medical Library; Ron Belbin, WNC; Nancy Schmidt, SCLL.



WHAT PEOPLE ARE THINKING RIGHT NOW



Strengths:

- Libraries are poised to help schools and students in whatever ways they can
- Libraries are working with their governing bodies and school districts to solve student access and broadband issues



Struggles:

- Uncertainty continues to be a challenge for decision making
- Staffing issues due to COVID-19 related situations and hiring freezes



Opportunities

- CARES funding and proposed Federal legislation offers opportunities for libraries to meet community needs
- Libraries continue to be adaptable and flexible in finding the best ways to serve their communities



Trends

- Libraries are actively seeking ways to address student needs resulting from school reopening plans
- Day care and early literacy are emerging as areas of concern due to COVID-19 closures

Sulin Jones opened the meeting by introducing Forrest Lewis, North Las Vegas Public Library Director, as guest facilitator in the absence of Tammy Westergard. Forrest sent greetings from his travel trailer in Ely and welcomed Peggy Wynne Borgman, Management Consultant and Hospitality Expert, for the last in the series of customer service presentations -

Zen of Complaint Resolution and Service Recovery

Key Points -

- Platinum rule – put yourself in the other person’s shoes
- The road to success is paved with mistakes well handled
- For every person, it’s all about them, and when they are stressed, it’s even more about them
- Complaints are the opportunity to improve service for everyone
 - For every person who complains, there are many more who don’t complain even though they have the same complaint
- Unhappiness is contagious and will affect the public’s perception of your library
- People who are complaining are scary and cause an adrenaline rush similar to a life-threatening experience
- Five steps to complaint resolution:
 - Awareness and anticipation-be on the lookout for trouble; ask specific questions and avoid yes/no answers. For example, ask ‘what can I help you find?’ rather than ‘are you finding everything?’ Make it easy and low-risk for them to complain so they will tell you instead of others. Make sure they know you’re on their side-be an “agent”, not a “gate-keeper”. An agent solves problems; a gatekeeper enforces rules.
 - Acknowledge and apologize-acknowledge the problem and its impact; don’t downplay or correct their reaction. Apologize – it’s free – and thank people for giving you their feedback (thanking them will disarm them instantly). Give apologies, not excuses; don’t explain or justify – they want solutions, not explanations; don’t play the blame game; don’t get defensive; don’t take it personally.
 - Allow them to complain – find a safe space for them to vent; unless they want to make a scene, they will accept
 - The art of the vent – it is a specific, predictable process
 - Active listening-offer sympathetic sounds and phrases
 - Don’t interrupt the venting volcano – don’t engage yet if they may just start over
 - Don’t problem solve until they are through venting (even if you can offer a solution immediately)
 - Waif for the ‘sigh’ – that is the cue to start problem solving
 - Upset vs abusive
 - Abusive people want to ruin others’ experience and make a scene; they don’t want to be helped. May use excessive profanity and issue threats.
 - Tell an abusive person “If you continue to speak to me in that manner, I will have to end our conversation”
 - Affirm and acknowledge the problem-now is the time to problem solve; clarify the issue-ask more detailed questions (“When you said _____, did you mean _____?”) Offer solutions – “I’m going to do everything in my power to make this right for you” – this is a statement of intention, not a promise.

- Amends – project confidence and competence; most people just want you to know about the problem. Let them know you are capable of handling the issue
 - Offer a solution quickly – delays increase frustration
 - Empower team members to resolve most issues without having to call a manager
- Policy is a hot button word – try to use ‘protocol’ rather than policy
- Your social style will affect the ease with which you handle customer problems
- Role playing is a good way to practice handling various scenarios

Forrest said that library staff is very frustrated and stressed now, and he and other library directors appreciate any tools they can back to their teams to help them.

Peggy offered to be available to help with anything that comes up in the future. Library staff can contact her with questions or issues.

Announcements:

- Libraries are invited to an event sponsored by **Desert Research Institute** with the NASA Chief Science Officer, Dr. James Green; **July 29, 10:00 am**, via Zoom. NSLAPR will send out details. <https://us02web.zoom.us/meeting/register/tZMsceyoqzgjh9VEwzhzFH5dw06zVnezeLV1>
- **ALA Spotlight on Nevada** – <http://www.ala.org/advocacy/holding-space> ALA’s new President is doing a virtual national tour of 10 states in 10 days with Nevada featured on **August 6, 11 am**. Forrest said that he, Karsten Heise, Jeff Scott, Tod Colegrove, and Tammy Westergard will be on a panel discussing VR and workforce development. Registration is required for the Zoom event, and Forrest encouraged everyone to register and encourage others to register as well.
- **NV Digital Learning Collaborative** – <http://nvdigitallearning.org> Organized by Nevada Department of Education, the website collates educational resources for students and families. Libraries are encouraged to add their resources to the website. Forrest stated that this is an opportunity for libraries to show communities what they have to offer and to be part of the conversation in the education community.
- **State Council of Libraries and Literacy (SCLL)** upcoming meeting, **August 14, 10am-noon**, via Zoom.
 - Joan Dalusung said the August meeting is usually for ex officio members (those representing State agencies), but it will be changed to a joint meeting with library directors and Council members.
 - Will talk at length about the SOAR analysis done at the NLA conference a couple of years ago. Will talk about it as a library community and explore ways SCLL can support libraries.
 - Forrest Lewis thanked all Council members for their work on behalf of the libraries.
- **Library Stabilization Fund Act** – Senator Catherine Cortez Masto co-sponsored this legislation which would provide \$2B in funding for libraries. <https://www.cortezmasto.senate.gov/news/press-releases/cortez-masto-supports-legislation-to-aid-nevadas-libraries-during-the-coronavirus-pandemic>
 - Forrest commented that the amount of funding included in the Act and having the support of someone at that level to push for library funding is amazing.
 - He encouraged everyone to spread awareness about the legislation and to advocate for it as it could be a game changer for libraries.
- **REALM Project** Update to test how long common library materials need to be quarantined– Round 2 included Braille pages, glossy book pages from coffee table books, magazine

pages, board books, and archival folders. Testing is complete and results can be found here <https://www.webjunction.org/news/webjunction/test2-results.html>

- Interactive risk assessment tool created by Georgia Tech to determine risk of in-person gatherings of different sizes in all parts of the country <https://covid19risk.biosci.gatech.edu/>

Library Updates:

Joan Dalusung – Washoe County received approval to fill some higher-level (management/supervisory) staff openings despite a hiring freeze and conducted the first round of interviews via Zoom.

Susan Wonderly, Pahrump – posted a question in Chat asking what other libraries are doing if a staff member gets sick with COVID-19 and asking if they have policies. Carson City, Churchill County, and Washoe libraries all replied that they now have sick leave policies allowing 80 hours of sick leave for COVID-19 illness.

Tod Colegrove – Carson City is working with the City and school district to use CARES funding to provide internet access for students by installing high powered antennas on City buildings at a cost under \$2,000 per building. They are also exploring EduRoam to expand internet availability for students. Tod mentioned that he spoke with a member of ECAC who expressed that from her viewpoint, the most important roles for libraries right now are in technology and in getting books in the homes and hands of children up to grade 3.

Carol Lloyd – Churchill County is offering curbside service and library use by appointment, and it is working well. She is working with the Superintendent of Schools to see how the library can help with students without access.

Jessica Anderson – Yesterday was her first day back at the Humboldt County Library, and she enjoyed the unique opportunity to see how the library worked from the patron's perspective while home for three months.

Samantha Smith – Introduced herself as a brand-new teacher-librarian at Ruby Duncan Elementary School in North Las Vegas and a former special education teacher. Forrest assured her that he will be reaching out to make connections between the school and public library.

Nancy Schmidt – As a SCLL member, she is looking forward to the joint meeting of library directors and picking up the SOAR process again. She also mentioned that one of the things cut from the State budget was the Ready by Three initiative and expressed the need to keep the initiative going. In addition, child care will be a huge issue and public libraries may have a role to play

Cyndi O – The NV Library CoOp is almost ready to release an RFP for replacement of their ILS. NV Reads is going well with good interest being shown. CoOp libraries are getting ready to launch the Edge assessment.

Danielle Milam – With uncertainty being the word of the day, LVCCLD is in planning mode to possibly go back to Phase 1 due to rising numbers of COVID-19 cases. They are waiting to see the final decisions made by the Clark County School District regarding school reopening and are starting a conversation with the school district regarding school ID/library cards. (She added later in response to question from Forrest that they will be working on behalf of all the library districts in Clark County.) They are also working extensively to address needs created by closure of day care facilities (both large centers and family/friend/neighbor facilities and will be providing books and hotspots to the facilities. Circulation is at 60% at the same point last and gate count is at 50% so they are confident that the library is showing value and relevance to the communities.

Forrest Lewis – The City of North Las Vegas received CARES funds from the County and will give 80% directly to residents through assistance with housing and utilities. They also plan to use up to \$1M to give grants to up to 20,000 families for internet service through the end of December.